

**FIRST 5 - PLACER
CHILDREN and FAMILIES COMMISSION**
11820 Enterprise Drive
Auburn, CA 95603

Meeting Minutes July 12, 2007

Attendees – Commissioners & Staff:

Dr. Sandra Naylor-Goodwin, Chair-Commissioner, Children's Behavioral Health
Catherine Goins, Vice-Chair, Commissioner, Childhood Development
Elaine Rowen, Ph.D., Commissioner, Early Education
Kim Haswell, Commissioner, Consumer
Melanie M. Cleary, Commissioner, Lake Tahoe Area
Dayle Edgerton, RN, Commissioner, Child Health Care
Richard J. Burton, M.D., M.P.H., Commissioner, Placer County Health Officer (via telephone)
Jim Holmes, Commissioner, Board of Supervisors, District #3
Don Ferretti, First 5 Director
Sabrina Thompson, Counsel
Nancy Baggett, Staff Support, Administration
Sandy Renz, Staff Support, Administration

Commissioners Not in Attendance:

Bob McDonald, Commissioner, Early Intervention

Public Attendees:

Paula Westernen, UC Cooperative Extension UCCE
Vicky Pantels, UC Cooperative Extension UCCE
Anne Stains, Pro Prose
Kaity Carlson, Pro Prose
Kelly Bennett Wofford, Children's Health Initiative
Ellen Brown, Health Net
Tony Maddox, Health Net
Paul McIntyre, KIISS, Kids Involuntarily Inhaling Secondhand Smoke
Jean Carter, KIISS, Kids Involuntarily Inhaling Secondhand Smoke

Call Meeting to Order

Meeting called to order at 4:30 p.m.

I. Public Comment:

Persons may address the Commission on items not on this agenda. Please note that although the Commission is very interested in your concerns, the California Brown Act prohibits the Commission from taking any action this meeting on items not published on this agenda.

None

II. Approval of Minutes:

Motion to approve the minutes from the June 14, 2007 meeting.

Rowen/Goins Unanimous

III. Adjourn to Closed Session

Pursuant to the cited authority (all references are to the Government Code), the First 5 – Placer Children and Families Commission will hold a closed session to discuss the following listed items. A report of any action taken will be presented prior to adjournment.

(A) §54957 – Public Employment

- Staff Services Analyst II
- Administrative Clerk Journey
- Program Manager (First 5 Executive Director)

Closed Session Report:

No formal action taken

IV. Commission Action Items:

1. First 5 – Placer Marketing Plan

Action Requested:

- a. Approve the First 5 Placer Social Marketing Plan. Authorize staff to contact with Pro Prose in an amount up to \$50,000 to implement the plan.

Anne Stains and Kaity Carlson with Pro Prose attended the Commission's planning retreat in May 2007. From our Retreat, core messages were identified and strategies were established. Pro Prose was directed to develop a marketing plan for First 5 – Placer that would be implemented during the 2007-2010 strategic plan period. A draft marketing plan was reviewed at the June Commission meeting. This plan incorporates input from both the Commissioners Retreat and the June Commission meeting. This plan was reviewed in the executive meeting and the executive committee recommends this marketing plan. The next step is to develop the scope of work.

- b. **Motion** to approve the First 5 Placer Social Marketing Plan with Pro Prose. Authorize staff to contact with Pro Prose in an amount up to \$50,000 to implement the plan.

Goins/Cleary Unanimous

2. Funding for Kids Involuntarily Inhaling Second Hand Smoke (KIIS)

Action Requested:

- a. Approve funding for KIIS as originally recommended by the Application Review Committee

Commissioners Dr. Burton and Melanie Cleary expressed interest in seeing the draft DVD prior to the final edit. KIIS will provide the opportunity for the Commission input on the draft DVD.

- b. **Motion** to approve funding as originally recommended by the Application Review Committee.

Rowen/Cleary Unanimous

V. Commission Discussion Items:

- Children's Health Initiative Update – Kelly Bennett-Wofford

Ellen Brown and Tony Maddox with Health Net and Kelly Bennett Wofford of the Placer Children's Health Initiative (CHI) brought the Commission up to date with the status of our local CHI.

Our original launch date was July 1, 2007. This launch date has been delayed. The reason for the delay is that Health Net advised us that they are not getting a lot of response from providers in the Lake Tahoe area and a provider network of specialty care needs to be identified before they can file with the State Department of Managed Health Care. This filing is required in order for Health Net to be approved to offer the children's insurance coverage product in Placer County. On July 9th we held our CHI coalition meeting in Truckee to bring this issue to the community's attention. Through this meeting we were able to establish a new connection with Tahoe Forest Hospital.

Our immediate next steps include following up from the coalition meeting and sending a letter from the regional HKHF asking for assistance from Tahoe Forest Hospital. Also, we plan to hold our CHI coalition meetings up in the Truckee area until this is resolved.

Don reported that we will be committing to a 3 month contract with regional HKHF to pay their administrative fees and funds for IT development. But, if the Lake Tahoe provider issue is not resolved before the 3 months is up, we will need to bring this back to the Commission for a discussion of alternatives.

The assembly health bill SB32 proposal for health coverage for kids covering up to 300% of the federal poverty level (FPL) passed the health committee this week. Also passed was the identical bill to SB32, the AB1 companion bill that would provide health coverage up to 300% FPL.

- Improvements to the next Request for Results Application Process

Discussion took place with respect to the Request for Results process of scoring and rating applications for funding. Clarification was made that in our future RFR process it will be noted that the numerical scoring of the proposal is not the only criteria for determining funding. Additional criteria will be defined. Also, in order to involve the Commission more, after the Review Committee Team completes the initial funding recommendations, there will be a workshop with the entire Commission to present the recommendations and provide opportunities for Commissioner input. After Commissioners provide input, the final priority and funding recommendations would be developed by the Review Committee and presented for Commission action at a regularly scheduled meeting.

VI. Commissioner Reports:

Sandra Goodwin: In respect to our upcoming partner survey, our evaluator Cathy Ferron will be evaluating First 5 Placer through partner surveys for quality improvement areas needed and to assess how well First 5 Placer is doing and how we can improve upon its half of the partnership. We expect to begin the survey this fall.

Dayle Edgerton: Attended a School Base Strategies workshop sponsored by Covering Kids and Families. From this meeting in Sacramento great information was provided concerning

Outreach, Education, Retention and Utilization (OERU) activities. First 5 - Santa Clara County also attended the meeting and shared with the procedures that have been working well for them. They also gave us copies of the forms that they have been using which turned out to be good templates. It was well worth our participation.

Kimberly Haswell: Inquired if First 5 Placer or our partners knew of anyone offering low cost swimming lessons or, if they are provided through the A.R.D. If anyone is aware of subsidized swimming programs, please let the Commission know. A child without the proper swimming training is in potential danger.

Dr. Burton: Thanked the Commission for allowing him to participate in the meeting by way of conference phone.

Meeting Adjourned: 6:10 pm

For more information concerning these minutes contact Don Ferretti, Director for First 5 Placer at 530.886.1824 or dferrett@placer.ca.gov.

